

Perancangan Warehouse Management System (WMS) untuk Mendukung Model Bisnis Penyedia Jasa Logistik Pergudangan: Studi Kasus Perum Bulog = Design of Warehouse Management System (WMS) to Support Business Model as Logistic Service Provider of Warehousing: Case Study Perum Bulog

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Abstrak

Peningkatan penjualan daring memberikan dampak positif pada pelaku usaha jasa logistik pergudangan sehingga permintaan pergudangan logistik di Indonesia ikut meningkat. Hal ini menjadikan Perum Bulog sebagai Badan Usaha Milik Negara (BUMN) yang memiliki gudang terbanyak di Indonesia berpotensi menjadi pelaku Penyedia Jasa Logistik (PJL) pergudangan. Selain menjalankan tugas publik, Perum Bulog juga melakukan kegiatan komersial, seperti jasa sewa gudang. Namun demikian, jasa sewa gudang ini tidak disertai dengan layanan pergudangan yang dapat memberikan nilai tambah. Penelitian ini mengkaji perancangan fungsionalitas Warehouse Management System (WMS) yang sesuai dengan kebutuhan internal Perum Bulog dan untuk mendukung model bisnis Perum Bulog sebagai PJL pergudangan. Metode analisis dalam merumuskan strategi model bisnis PJL pergudangan menggunakan audit strategi model bisnis, dalam memprioritaskan fungsionalitas WMS menggunakan metode MoSCoW (Must have, Should have, Could have, Won't have), dan dalam mengidentifikasi potensi manfaat bisnis yang didapatkan dari investasi WMS menggunakan Tabel Manfaat Bisnis SI/TI Generik. Hasil dari penelitian ini adalah strategi layanan bisnis PJL pergudangan dari 4 aspek (konteks bisnis, pelanggan, kompetitor, dan jaringan bisnis), prioritas fungsionalitas WMS yang harus ada (Must have) pada peluncuran pertama, dan manfaat bisnis dari investasi WMS bagi internal Perum Bulog dan bisnis PJL pergudangan. Manfaat bisnis utama dari implementasi WMS bagi Perum Bulog adalah dapat mengurangi biaya penyimpanan, mengurangi risiko kecurangan administrasi, dan meningkatkan pendapatan lain-lain dari bisnis PJL pergudangan.

..... A bold increase in sales has a positive impact on warehousing logistics service business actors so that the demand for logistics warehousing in Indonesia also increases. This makes Perum Bulog a State-Owned Enterprise which has the most warehouses in Indonesia to become a Logistics Service Provider (LSP) of warehousing. In addition to carrying out public duties, Perum Bulog also carries out commercial activities, such as warehouse rental services. Unfortunately, this warehouse rental service is not accompanied by warehousing services that can provide added value. This study examines the design of the Warehouse Management System (WMS) functionality in accordance with the internal needs of Perum Bulog and to support the Perum Bulog business model as a warehousing PJL. The analytical method in formulating the LSP of warehousing business strategy model uses a business strategy model audit, in prioritizing WMS functionality using the MoSCoW (Must have, Should have, Could have, Won't have) method, and in identifying potential business benefits obtained from WMS investment using Generic IS/IT Business Benefits Table. The results of this study include the LSP of warehousing business service strategy from 4 aspects (business context, customers, competitors, and business networks), the priority of WMS functionality that must exist (Must have) at the first launch, and the business benefits of WMS investment for Bulog internal companies and LSP of warehousing business. The main business benefits of

implementing WMS for Bulog are that it can reduce storage costs, reduce the risk of administrative fraud, and increase other income from the LSP of warehousing business.